



HOW TO USE THE AMERICA SUPPORTS YOU LOGO

INTRODUCTION

The American public has never wavered in its support of and gratitude toward the brave military men and women who serve and protect our country. While this appreciation and goodwill is deeply sincere, these messages of support may not always reach those who need to hear them most during times of need.

The **America Supports You** program offers the American public an opportunity to show to our troops this unified support, and to positively impact troop morale both on the home front and in forward-deployed locations.

This reference guide, also available for download from americasupportsyou.mil, provides key information on how to correctly use the America Supports You logo. The goal is to present a cohesive and appropriate image of the program across the nation to represent the truly widespread support of our American troops.

LOGO OVERVIEW

The America Supports You logo consists of the type unit, “America Supports You,” and a heart-and-ribbon mark to form a complete lockup. It may be used with or without the tagline, “Our Military Men & Women.”



HORIZONTAL & VERTICAL LOGOS

The logo is available in a **horizontal** and a **vertical** configuration.

Horizontal



Logo without tagline



Logo with tagline

Vertical



Logo without tagline





Logo with tagline

LOGO COLORS

The logo may be reproduced in two-color using the official Blue (PMS 294) and Red (PMS 1795) or in one-color. When used in one-color, the official Blue is preferred. Please refer to color chart below for converted four-color process colors.

All colors shown on this page and throughout this guide are representations of the specified Pantone colors and are not intended for use as color matching.

| |  BLUE |  RED |
|--------------------|--|---|
| Pantone* Colors | PMS 294 | PMS 1795 |
| Four-color Process | C=100, M=58, Y=0, K=21 | C=0, M=94, Y=100, K=0 |

*PANTONE is a registered trademark of Pantone, Inc. The standards for the Pantone colors described are shown in the current edition of the Pantone Color Formula Guide 1000.

(continued next page)

Two-color



Two-color horizontal logo, no tagline
[ASYtm_Hrz_NoTag_2Color.eps](#)



Two-color horizontal logo with tagline
[ASYtm_Hrz_Tag_2Color.eps](#)
[ASYtm_Hrz_Tag_2Color_Sm.eps](#)



Two-color vertical logo, no tagline
[ASYtm_Vrt_NoTag_2Color.eps](#)



Two-color vertical logo with tagline
[ASYtm_Vrt_Tag_2Color.eps](#)
[ASYtm_Vrt_Tag_2Color_Sm.eps](#)

One-color Blue



Blue horizontal logo, no tagline
[ASYtm_Hrz_NoTag_Blue.eps](#)



Blue horizontal logo with tagline
[ASYtm_Hrz_Tag_Blue.eps](#)
[ASYtm_Hrz_Tag_Blue_Sm.eps](#)



Blue vertical logo, no tagline
[ASYtm_Vrt_NoTag_Blue.eps](#)



Blue vertical logo with tagline
[ASYtm_Vrt_Tag_Blue.eps](#)
[ASYtm_Vrt_Tag_Blue_Sm.eps](#)

LOGO COLORS (CONTINUED)

When applying the America Supports You logo on a dark colored background, the one-color white logo should be used. Always make sure that the value of the background will provide sufficient contrast for the white logo to stand out.

One-color White (Reversed)

White horizontal logo, no tagline
[ASYtm_Hrz_NoTag_White.eps](#)



White horizontal logo with tagline
[ASYtm_Hrz_Tag_White.eps](#)
[ASYtm_Hrz_Tag_White_Sm.eps](#)



White vertical logo, no tagline
[ASYtm_Vrt_NoTag_White.eps](#)



White vertical logo with tagline
[ASYtm_Vrt_Tag_White.eps](#)
[ASYtm_Vrt_Tag_White_Sm.eps](#)

SPECIAL NOTE: WHEN TO USE THE SMALL VERSION OF THE LOGO WITH TAGLINE

When the height of the type unit is used at **7/8" in height or smaller**, use the Small version of the logo.



MINIMUM LOGO SIZE

When changing the size of a logo, the entire lockup, mark and type, should be sized together as a single unit.

When using **logos with tagline**, the type unit should never be smaller than 5/8" in height.

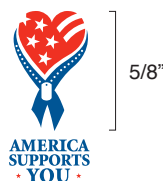
When using **logos without tagline**, the heart-and-ribbon mark should never be smaller than 5/8" in height.



Minimum size for the horizontal logo with tagline. Height of type unit with tagline should not be less than 5/8".



Minimum size for the horizontal logo without tagline. Height of mark should not be less than 5/8".



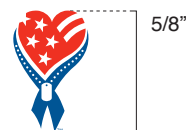
When using the vertical logo without tagline and web address, the height of the heart-and-ribbon mark should not be smaller than 5/8".



When using the vertical logo with tagline, the height of the type unit should not be smaller than 5/8".

SPECIAL LOGO USE

For special application, the heart-and-ribbon mark and the type unit, with or without tagline, may be used independently to represent the program identity. Please note the minimum acceptable sizes for reproduction.



Each component should not be used smaller than the indicated height.

CLEAR SPACE

An area equal to X should be kept clear around the logo. The value of X is equivalent to the height of the word, "YOU."



Clear space for the horizontal logo without tagline.



Clear space for the vertical logo without tagline.



Clear space for the horizontal logo with tagline.



Clear space for the vertical logo with tagline.

INCORRECT LOGO USE



X Do not stretch, condense or distort the proportion of the logo in any way.



X Never alter the size or position relationship of the components in a logo lockup.



X Do not alter the size relationship of any elements in a logo component.



X The type unit with tagline in any versions of the logo should never appear smaller than 5/8" in height (refer to pages 3 and 4).



X The type unit without tagline should not be used smaller than 3/8" in height when used independently. (refer to page 4)



X The heart-and-ribbon mark in any versions of the logo should never appear smaller than 5/8" in height. (refer to page 4)



X Text is too close to the logo. Clear space is not applied (refer to page 4).



X Do not use alternative phrases in place of the tagline.



X Never apply colors other than the official Blue and Red to the logo or alter the assigned colors of the logo (refer to page 2).



X Do not place the logo against a background that makes the logo difficult to read.



X Never place the two-color logo against a dark background. The White logo should be used.